

**MILK MEANS MORE**

United Dairy Industry of Michigan

2023

# Dairy Promotion at Work

## Get to Know Your UDIM Board Members and Staff



[MilkMeansMore.org/About](https://MilkMeansMore.org/About)



## Contact Us

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## A Letter from UDIM Board President



Hello,

From too much rain this spring to too little rain this summer, we're now seeing the results of our crops this fall. While we can't control the weather or the markets that affect us and our businesses each day, one thing I want to reassure you is that you have a team promoting the milk your cows produce.

Every day, behind the scenes, in new venues and using new formats, the team at United Dairy Industry of Michigan (UDIM) is committed to showing consumers how dairy fits into their diet and even how it can be fun.

As a dairy farmer and President of UDIM, I had the chance to see 25 Science teachers come to the Lansing area for an immersive dairy event to learn how Science, Technology, Engineering and Mathematics (STEM) are part of our work every day on the farm. Over the course of three days, the teachers visited three dairy farms, an agronomy farm and a cheese processor. They also heard about the careers available to their students in all channels of the dairy industry. The teachers left excited to see how they can create dairy lessons for their classrooms.

I encourage you to join the UDIM team at an event and see firsthand how excited our fellow Michiganders get when they receive free ice cream or get to pet a calf or have their dairy questions answered.

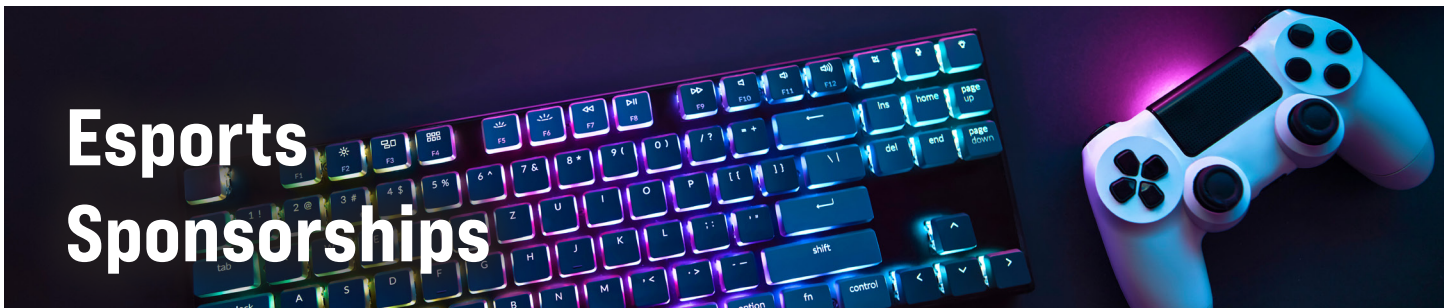
If you have any promotion questions, please call me or the UDIM office (517) 349-8923.

Corby Werth  
UDIM Board President

# Metro Parent Partnership

UDIM has an ongoing partnership with Metro Parent, one of southeast Michigan's most trusted parenting websites. This partnership is important because Metro Parent reaches and connects with our target audience of parents with young children who are looking for information and advice on what to feed their children to help them grow up healthy.

Our sponsored content with Metro Parent produced record high numbers the first two quarters of this year, with an audience reach of over two million people and an increase in viewership of our digital ads, giving us a click rate of three times more than the national average. We are excited about this year's results so far and look forward to continuing our partnership with Metro Parent to share the story of dairy!



## Michigan High School League

This spring, UDIM was a main sponsor at the Michigan High School Esports League Spring 2023 State Championships. Over 150 incoming participants and spectators from Michigan high schools were offered chocolate milk and nutrition messaging – and everyone from teams to coaches were pumped to fuel up with chocolate milk.

## Oakland University Esports Team



We are excited to announce that UDIM is the Official Sponsor of Oakland University Esports. Your checkoff staff will collaborate closely with the Grizzlies to engage with gamers in a realm that has not always emphasized healthy lifestyles.

As esports emerges as a prominent sport, it becomes increasingly crucial to highlight the nutritional advantages of dairy, just as we do with more traditional sports. Together, we aim to create a remarkable experience that harmoniously merges the realms of dairy and esports, leaving a lasting impression on all participants.



# On the Farm STEM

UDIM hosted 25 middle and high school science educators for an immersive experience to learn the science, technology, engineering and mathematics, or STEM components, of dairy along with the Next Generation Science Standards. Over four days the educators visited three dairy farms, a cheese and whey processing plant, MSU's Agronomy Farm and a Fueling Station for athletes at Munn Ice Arena. Bringing teachers to the farm helps to ensure dairy is included in their curriculum and daily classroom lessons.



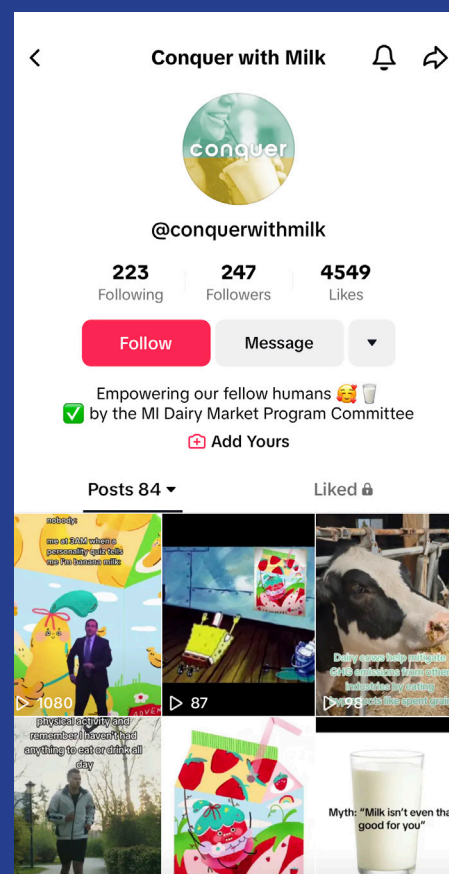
# Dietitian and Nutrition Conferences

The Health and Wellness team attends a variety of conferences throughout the year, each helping them:

- Gain more knowledge about the current nutrition topics that millennial parents are concerned with.
- Reach pediatrician and health professionals to assess their level of knowledge with dairy.
- Understand how we can better provide information about the benefits of dairy.
- Learn how UDIM can better connect with schools to help ensure that students are getting dairy in their diets.
- Share UDIM's nutrition education resources.

# UDIM Influencer Campaign

In January 2023, UDIM worked with four influencers to increase awareness of how dairy can help people meet their New Year Wellness goals through funny and engaging videos. The TikToks received over 1.3 million views and more than 7,000 viewers visited the Milk Means More website.



## Number of Thought Leaders Reached

100

Michigan American Academy of Pediatricians

100

National Association of Pediatric Nurse Practitioners

250

Michigan Association of Dental Hygiene Education

500

School Nutrition Association of Michigan

500

School Nutrition Association of Michigan

500

Michigan Elementary and Middle School Principals Association



## Classroom Connections

UDIM has found great success in virtual events that bring positive dairy messaging directly into the classroom for students across the state. By building on what's worked, our relationships have grown alongside our trusted reputation.



**Above left:** A screenshot taken during the Sustainability Virtual Dairy Farm Tour with dairy farmer James Weber.

**Above right:** Our first Breakfast and a Book event was held at Source Bookstore in Detroit. Pictured from left to right: Source Bookstore employee; Detroit Pistons Mascot, Hooper; Miss Jones, Owner, Source Bookstore; Aaron Scott, Community Transformation Manager, UDIM.

## Adopt a Cow Program

The Adopt a Cow program is kicking off for students across Michigan as they meet their calf. Farmer host Allison Schafer from Jem-Lot Dairy Farm in Westphalia will share updates about her calves and dairy farm with the students throughout the school year.

You can learn more about this interactive dairy education program at [discoverdairy.com/adopt-a-cow](https://discoverdairy.com/adopt-a-cow).



## Virtual Farm Tours

This spring, the Milk Means More team visited James Weber to live-stream a dairy farm tour that focused on sustainability. Over 1,700 students joined on Zoom during the live tour and another 64 viewers watched on YouTube and Facebook. Students enjoyed learning about the by-products used in the cow's feed, the cover crops and how they help preserve the topsoil, the solar panels on the barns that create electricity, and much more.

## Breakfast and a Book

For the past three years, UDIM has joined elementary schools, local authors and partner athletes to fuel up with breakfast and dive into reading while learning about Michigan's dairy community along the way. The 30-minute sessions feature story time, tips for a healthy breakfast and the opportunity to ask questions of a celebrity or a dairy farmer. The award-winning live stream events have reached more than 40,000 students and 1,300 teachers, delivering dairy's nutritious message in ways that resonate with young minds.





## Busch's Milk Drive

This spring's Busch's Fresh Food Market Milk Drive will go down as one of the most successful yet! Our goal for this year, 50,000 gallons of milk donated. Busch's stores and 16 high school athletic teams worked to not only hit this goal, but blow past it, finishing with a final tally of 51,599 gallons donated. That's an average of 3,686 gallons of milk donated per day!

The participating teams will each receive an extra \$500 grant as thanks for their part in making this achievement happen by posting frequently across social media channels. This milk drive, a long-running partnership with Busch's, continues to serve our communities as well as athletic programs at schools around the state.



## Chocolate Milk *Natures Sports Drink*

From 2011-2023, UDIM offered the Chocolate Milk: Nature's Sports Drink grant to Michigan High School Athletic Teams. This popular program refueled one sports team with chocolate milk and supported overall growth and development of growing teens. We transitioned it to a school wide grant, which includes all MHSAA sports as well as other after school activities and clubs such as marching band, esports, drama and more!

Grantees will commit to the 3-year grant program and will provide matching funds in years 2 and 3 to ensure the program will be sustained long-term. We are excited to announce that we have selected seven schools this year to receive the new grant. In addition to a financial grant based on the number of students in the program, schools will receive coolers to ensure milk is cold and food safe, insulated cooler bags for away games and events, as well as nutrition education for students, coaches

### The first awardees of the new grant include:

Avondale High School

Battle Creek Central High School

East English Village Preparatory  
Academy at Finney (DPSCD)

Hudsonville High School

Merrill High School

Vandercook Lake High School

West Ottawa High School



## On-Farm Crisis Planning and Preparedness

U DIM is here as a resource and to lend a hand anytime an issue or crisis arises on your farm. While no one wants these events to occur, we've assisted several farm families through crisis planning and a few who have faced difficult on-farm crises. To get started:

Download the crisis preparedness tools to begin your farm's plan by scanning this QR code or visit:



**MilkMeansMore.org/crisis-planning**

Connect with Jolene Griffin to schedule a crisis planning meeting or if a crisis occurs on your farm:

**(224) 567-1894, or  
Jolene@milkmeansmore.org**

FARM CRISIS CONTACT SHEET	
If a crisis occurs, contact the farm owner first. Farm experts and others who can help are listed below. Remember to make the United Dairy Industry of Michigan one of your first calls!	
United Dairy Industry of Michigan Crisis Team: <b>517-349-8923</b>	
<b>Farm Contact Information</b>	
FARM OWNER	PHONE
HERD/PERSON	PHONE
FARM ADDRESS	
<b>Extended Farm Team</b>	
VETERINARIAN CLINIC	PHONE
FARM VETERINARIAN	PHONE
COOPERATIVE FIELD REPRESENTATIVE	PHONE
NUTRITIONIST	PHONE
MILK HAULER	PHONE
OTHER CONTACT NAME	PHONE
OTHER CONTACT NAME	PHONE
MICHIGAN STATE VETERINARIAN	PHONE 1-800-292-3939
For general emergencies, call: <b>9-1-1</b>	
MILK MEANS MORE	

## Pediatrician Pilot

Pediatricians and other health care professionals have a captive audience to influence the health and wellness of their patients and more importantly parents, who make many of the nutrition choices for their children.

**In the first six months of our Peds Pilot, we have reached:**

**116**  
**offices**

**72**  
**providers**  
(pediatricians, nurse practitioners and physician assistants)

**411**  
**office staff\***  
(office manager, nurses, medical assistants, receptionists, etc.)

\*Office staff also influence on patient education

We've also hosted 10 Lunch and Learn sessions at which staff can receive some deeper education on dairy nutrition and dairy farming, including sustainability.

## “Why would you experiment with your children’s health?”

-Lansing Area Pediatrician when referencing children drinking plant-based beverages instead of cow's milk.



## Producer Grants

**Do you want to ensure dairy is prominent in a local community event? Use your producer grant!**



A maximum of \$1,500 is available for each farm for the purchase of dairy foods; up to \$500 of that amount can fund event support items. If you would like to pass out dairy promotion materials during your event, please call our office to order items: (517) 349-8923.

If you want to learn more or apply, scan the QR code above or visit **MilkMeansMore.org/producer-grant**.





## Detroit Lions and Community Outreach

Milk Means More has been able to leverage existing Detroit Lions assets to connect with students and the community as the school year wrapped up:

During state testing in May, the smoothie bikes were a hit at Detroit Lions Academy, helping to promote dairy nutrition education and the importance of breakfast in fueling your brain.

Students from George Crockett Academy took to Ford Field for game

day practice activities and nutrition education. The students had fun engaging in on-field activities and wrapped up the day with a dairy-iffic lunch of pizza and chocolate milk.

To end the school year, Milk Means More participated in the Detroit Lions Academy 8th grade promotion ceremony at Ford Field. Students participated in an “I feel my best when” competition. Additionally, UDIM’s Aaron Scott left the

students with inspirational thoughts to carry them into their next chapter.



## Conversation with Checkoff

UDIM hosted Conversations with Checkoff meetings across the state this spring and summer, reaching around 100 farmers. The team at UDIM presented an overview of all program areas and national updates to dairy producers across the state of Michigan.

Are you interested in hosting a meeting in your area next year? Contact Jeremy Werth at [Jeremy@milkmeansmore.org](mailto:Jeremy@milkmeansmore.org) to discuss more about this opportunity.



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Get Your E-Newsletter

Want to get the latest UDIM dairy promotion news and information? Sign up for our monthly e-newsletter and texts at [bit.ly/udimnews](https://bit.ly/udimnews).



## Breakfast on the Farm

The Industry Relations team helped the Okkema family plan and host their Breakfast on the Farm in late July. UDIM had a dairy booth and covered the cost of all dairy foods enjoyed at the event. New this year, our snowboarder Jake Vedder attended to sign autographs and interact with the attendees.

